

OCT 9 1944

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 6, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Through Oct. 19	PARIS FASHION OPENINGS Imagine! Invitations to Fall Collections have already been sent out by the following Paris houses: Maggy Rouff, Drecol, Bruyere, Alix, Paquin, Molyneux, Callot, Worth, Lanvin, Schiaparelli, Lelong, and Balenciaga. French women and Allied Press will attend.	LEADING COUTURIERS	PARIS SALONS
Just Opened	SPRING COLLECTION: WOMEN'S WEAR FABRICS Included are dress fabrics, coatings, and suitings.	THE AMERICAN WOOLEN CO.	SHOWROOM 450 7TH AVENUE Contact: American Woollen Co., 450 7th Ave., AL. 4-7400.
Friday Oct. 6 3:15 P.M.	COOKING SCHOOL REOPENS The 4th year of Namm's Cooking School, held in cooperation with the N. Y. State Food Commission. Theme of this year's series, "Front Page Cooking News and Demonstrations." 1st lecture, "Meat...How to Buy and Why" by Helen Hobey, nutritionist of Texas A. & M. College. Press and public invited, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Oct. 7 10:30 A.M.	"TRICKS FOR TEENS" MEETING & FASHION SHOW An exciting collection of clothes for the teen-ager in the "Great-Out-Doors", modeled by the club members. Guest celebrities include Barrie Wood, Patsy Kelly, Frankie Carle, and Eleanore Hillebrande, editor of Seventeen, will address the group. Press, Teen-agers, and Parents invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Saturday Oct. 7- Oct. 14 11:00 A.M.- 6:00 P.M.	6TH ANNUAL AMERICAN DOLL SHOW This exhibit includes rare, unique and colorful dolls, antique and modern, from private collections in all parts of the U.S.A. Press and public invited, free. Publicity: Helen Denson, LE. 2-3488.	AMERICAN HOBBY FEDERATION	HEARN DEPT. STORE AUDITORIUM, 5TH FL.
Saturday Oct. 7 12:00 P.M.	FALL FASHIONS FOR THE TEEN-AGER Teen-age sports and date clothes modeled by "Calling All Girls" club members. Commentator, Nancy Pepper of "Calling All Girls" magazine. Teen-agers, Parents, and Press invited. Publ.: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	5TH FLOOR
Opening Monday Oct. 9	THREE NEW DEPARTMENTS A 6-room Bridal Suite, decorated as a setting for brides trying on trousseau clothes; under the direction of Wilma Allen. Sommer Shoe Salon, designed by Raymond Loewy, enlarged and beautified. Also, brand new main floor millinery department featuring ready-to-wear hats; salon designed by Raymond Loewy. Publicity: Murrow McCurnin, CI. 7-4300.	JAY THORPE	24 WEST 57TH STREET

DATE WHAT'S GOING ON GIVEN BY WHERE

WEEK BEGINNING MONDAY, OCTOBER 9, 1944

Beginning Monday	SPRING SHOWINGS OF QUALITY LINES	NEW YORK QUALITY MANUFACTURERS	INDIVIDUAL NEW YORK SHOWROOMS
Oct. 9, Through November	Sportswear Guild houses are holding their showings this week. Coat and suit showings follow in the week of Oct. 16th. Better dress houses will hold their openings in the week of Oct. 23rd. Out-of-town buyers should be swarming to New York from the 2nd week of Oct. on through to early Nov. Members of the Sportswear Guild who will show their lines, include:		
	ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN	KANE-WEILL MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Monday Oct. 9	OPENING OF SPRING LINES	ST. LOUIS FASHION CREATORS	INDIVIDUAL ST. LOUIS SHOWROOMS
Monday Oct. 9	SPRING OPENING OF DRESS AND SUIT DIV.	CHICAGO FASHION INDUSTRY	INDIVIDUAL CHICAGO SHOWROOMS
Oct. 9-14	ENROLLMENT WEEK OF PRESIDENTIAL ELECTION. DON'T FAIL TO REGISTER!		
Monday Oct. 9 12:30 P.M. Luncheon	LUNCHEON TO HONOR MRS. F.D. ROOSEVELT To mark the opening of Registration Week and to launch the women's division for N. Y. of the Nat'l C.P.A. committee, a luncheon honoring Mrs. Roosevelt will be held. Speakers include Quentin Reynolds, Helen Keller, Orson Welles, Dr. Frank Kingdon and Frank Sinatra. Dorothy Parker will preside. Tickets, \$2.50 each. Contact: Mrs. Edward Warburg, EL. 5-6621. That same night there will be a rally at Carnegie Hall at which Mrs. Roosevelt will also be the outstanding personality. Chairman, Fannie Hurst.	WOMEN'S DIV. OF NAT'L CITIZENS POLITICAL COM.	COMMODORE HOTEL GRAND BALLROOM
Monday Oct. 9 1:00 P.M. Luncheon	FALL AND WINTER FUR FASHIONS "Every Woman's Dream", a collection of luxurious Fall and Winter furs, will be shown at the opening of the Iridium Room. Open to public. Press by invitation. Luncheon from \$1.85. Gunther Publicity: Grace Fitzwater, BR. 9-6300. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	GUNTHER	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Oct. 10 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOW Presenting a glamorous new collection of ready-to-wear. Press by invitation. Open to public. Luncheon a la carte. Jonai Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Publicity: Marion Morrison, PL. 3-4600.	JONAI	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 10 4:00 P.M.-7:00 P.M.	DEBUT OF "HOUSE OF FORET" Presenting, in pantomime, a new discovery in head-to-toe grooming. Press by invitation only. Publicity: A. Gail, CI. 7-3795.	YVONNE CONSTANCE & MIKE TUELLE	SALON 150 EAST 55TH STREET
Tuesday Oct. 10 4:00 P.M.	PRESS OPENING OF NEW CHILDREN'S DEPARTMENT A Press cocktail party and Fashion Show of children's hand made dresses. Also, Jensen's famous silver jewelry. Attendance by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	GEORG JENSEN	667 5TH AVENUE 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 10 4:30 P.M., 7:30 P.M.	COMPLIMENTARY SESSION IN FASHION WRITING COURSE As an introduction to her <u>Course in Fashion Journalism and Fashion Back-</u> <u>ground</u> , Marie Stark will give a complimentary lesson Tues., Oct. 10, 4:30 and 7:30 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	MARIE STARK	TRAPHAGEN SCHOOL 1680 BROADWAY
Wednesday Oct. 11 10:00 A.M., 3:30 P.M.	SEWING SESSION: "FITTING IS FASHION" How to make darts, tucks, pleats, and how to sew for the problem figure will be discussed at this 2nd in a series of 6 sewing sessions for be- ginners. On Fri., Oct. 13, "Banish that Home-Made Look" will be the theme, demonstrating seam finishes, hems, cuffs, skirts, etc. Press and public invited, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Wednesday Oct. 11 1:00 P.M. Luncheon	MISSES "DRESS UP" FASHION SHOWING A dramatic fall collection of misses "dress-up" clothes. Open to public. Press by invitation. Luncheon a la carte. Publ.: Viola Shefer, PL. 3-2117.	JANE ENGEL (1025 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	TEEN-AGE FALL FASHIONS AT LUNCHEON Featuring Betty Betz Teen-age Fall ensembles...dresses, suits, coats, Mother-Daughter Fashions, and clothes for the toddler. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	LANZ 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 11 4:00 P.M.	PRESS PREVIEW: "NEW WORLD 1945 COLLECTION" A showing of unusual fashions "for both sports-loving Americas." Press, strictly by invitation. Publicity: Abigail Johnson, MU. 3-9560.	THE McCULLEN CO.	RITZ CARLTON HOTEL CRYSTAL GARDENS
Wednesday Oct. 11 4:30 P.M.	HAIRDRESSING COCKTAIL PARTY This style-conscious hairdresser will show new coiffures for Fall and Winter, as well as newest developments in permanent waves. Special emphasis on convertible coiffures. Press by invitation. Publicity: Bernord Az Guro, WI. 2-1757.	BERNORD AZ GURO	SALON 441 MADISON AVENUE
Wednesday Oct. 11 6:30 P.M.	16TH ANNUAL ADVERTISING COURSE FOR WOMEN An intensive Oct.-through-Apr. course for beginners in advertising, includ- ing lectures by leading advertising men and women. Subsequent meetings on Mon. nights starting Oct. 16. Topics covered include mechanics of adver- tising, copywriting, layout, typography, etc. Tuition, \$10. Contact: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	N. Y. HERALD TRIBUNE 230 WEST 41ST STREET
Wednesday Oct. 11 7:30 P.M.- 9:30 P.M.	2ND LECTURE IN FASHION TRAINING COURSE Jobs in the field of fabrics, a discussion of Cottons, Woolens, and Synthetics will be included in this 2nd in a series of 10 lectures. Speakers, Hope Skillman, Marjorie Holligan and Madeline Walther. Sub- sequent topics to be announced. Fee for lecture, \$2. Contact: The Fashion Group, Inc. CI. 7-1734.	THE FASHION GROUP, INC.	THE BARBIZON 63RD ST. AT LEXINGTON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 12 11:00 A.M. 2:00 P.M.	HOME SEWING LESSONS Stylists will discuss Fall fashions, stressing selection, sewing, and patterns. On Oct. 12, a talk on "Basic Fitting" in relation to Butterick Patterns; on Oct. 19, 11 A.M., Marguerite Herzog, McCall fashion coordinator, will discuss "Ideas for Fashions"; on Oct. 26, every 2 hours from 12:30 on, there will be a talk on "Heart Warming Fashions", by Virginia Carter. Aralac, McCall patterns, and Macy's fabrics will be featured. Open to Press and Public. Contact: Dorothy DeGroat, CH. 4-2000.	R. H. MACY & CO. INC.	DRESSMAKING CENTER 5TH FLOOR
Oct. 12	COLUMBUS DAY		
Thursday Oct. 12 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Appropriate for Columbus Day, this fashion show will emphasize tri-color, the fashion significance of red, white and blue. Open to public. Press by invitation. Luncheon \$2.75. Macy Publicity: Virginia Meyer, CH. 4-2000. Plaza; Ida Foley, PL. 3-1740.	R. H. MACY & CO. INC.	PLAZA HOTEL PERSIAN ROOM
Friday Oct. 13 3:15 P.M.	2ND LECTURE IN COOKING SCHOOL SERIES "Time For Breakfast" is the theme of the 2nd Cooking School lecture of the season. Lecturer, nutritionist Helen Hobey. Printed recipes distributed free. Open to press and public. Publ.: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Oct. 14 9:00 A.M.- 5:45 P.M.	MODERN MISS MERRY-GO-ROUND Miss Joan Finlay of Simplicity Pattern Co, and an expert on high school etiquette, will give a joint session on clothes as well as high school manners. Five girls from the A & S Hi-School Fashion Board will model. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	FABRIC DEPARTMENT STREET FLOOR, WEST
Sunday Oct. 15 7:00 P.M.	CHARITY DINNER-DANCE AND FASHION SHOW 50 leading quality mfrs. will exhibit new winter ensembles modeled by Conover and Powers models under the direction of Viola Shefer. Also, auction of clothes including furs, jewels, hats, etc. conducted by the Honorable James J. Walker. Tickets, \$16 per couple. To purchase, contact: Mrs. Sadowsky, East End Group of Hadassah, 1860 Broadway.	EAST END GROUP OF HADASSAH	PLAZA HOTEL GRAND BALLROOM
Monday Oct. 16	SPRING LINES OF BEACH, BATHING & PLAY CLOTHES Contact: Sam Annis, Beachwear Guild, Nat'l Knitted Outerwear Association.	BEACHWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Monday Oct. 16	QUENTIN REYNOLDS AT WAR CHEST COMMITTEE DINNER	3RD WAR CHEST COMMISSION	PENNSYLVANIA HOTEL 7TH AVE. AT 34TH ST.
Monday Oct. 16 1:00 P.M. Luncheon	LUNCHEON- FASHION SHOW Knize will present beautifully tailored custom-made suits and accessories. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mr. Knize, PL. 3-2987. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	KNIZE (20 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 16 4:30 P.M.	NEW FALL AND WINTER MILLINERY SHOWING An informal showing of the Fall collection of custom-made hats, including fur hats, evening and daytime styles. Press by invitation. Contact: Mary Goodfellow, RE. 4-6666.	MARY GOODFELLOW	SALON 23½ EAST 61ST STREET
Monday Oct. 16	PRE-SPRING DALLAS MARKET <u>Note:</u> Dallas fashion events are attracting increasing attention throughout the country.	AMERICAN FASHION ASSN. & NATIONAL FASHION EXHIBITORS	DALLAS FASHION AND SPORTSWEAR CENTER
Tuesday Oct. 17 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION A showing of de luxe fur fashions for winter. Open to public. Press by invitation. Luncheon a la carte. Contact: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	WINTER FASHIONS AT LUNCHEON SHOWING A collection of Fall and Winter dresses, suits, gowns, etc. Open to public. Press by invitation. Luncheon a la carte. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	FASHION SHOW OF FUR ORIGINALS Advance collection of custom-made fur models. Open to public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117.	ALFRED RAINER (17 E. 55TH ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 18 5:00 P.M. Cocktails	PRESS PREVIEW: MISSES' GOWNS AND BLOUSES A collection of misses' gowns and blouses designed by Mme. Lyolene. Press, strictly by invitation. Contact: Nini Turcotte, MU. 2-7826.	NINI TURCOTTE	489 5TH AVENUE 7TH FLOOR
Wednesday Oct. 18	EXHIBIT: PEASANT AND TRADITIONAL COSTUMES	LEE SIMONSON AND MET. MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY 18-2ND FLOOR
Wednesday Oct. 18	EXHIBIT: EUROPEAN TEX- TILES WOVEN & EMBROIDERED	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERIES 15,16-2ND FL.
Thursday Oct. 19 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON A collection of new Fall fashions for day and evening. Open to public. Press by invitation. Luncheon a la carte. Franklin Simon Publicity: Agnes Crotty, WI. 7-9600. Ritz Publicity: Marion Morrison, PL. 3-4600.	FRANKLIN SIMON	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 19 1:00 P.M. Luncheon	FASHION SHOW OF TOWN ENSEMBLES Featuring new daytime and dinner costumes for Winter in town. Open to public. Press by invitation. Luncheon \$2.75. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Ida Foley, PL. 3-1740.	DE PINNA	PLAZA HOTEL PERSIAN ROOM
Friday Oct. 20	NEWSSTAND DATE: CHARM'S <u>BEAUTY AND THE BRIDE</u> ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday	SPRING QUALITY	SHOE MANUFACTURERS	McALPIN HOTEL
Oct. 22-	SHOE OPENINGS	BOARD OF TRADE	3RD AND 4TH FLOORS
Oct. 25	Shoe buyers from all over the country will come to New York in order to view the Spring lines of the Quality Shoe Mfrs. On Mon., Oct. 23, 5-7 P.M. a cocktail party will be held at the McAlpin. Buyers, mfrs. and press by invitation. Contact: Shoe Mfrs. Board of Trade, WI. 7-0456.		
Monday	MILLINERY LUNCHEON	BRAAGAARD	ST. REGIS HOTEL
Oct. 23	FASHION SHOWING		ROOF GARDEN
1:00 P.M. Luncheon	The public and press are invited to view Braagaard's Hats while lunching at the St. Regis. Luncheon from \$1.85. Braagaard Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		
Beginning Monday	BABY DEVELOPMENT CLINIC	FREDERICK LOESER & CO. BROOKLYN	INFANTS FURNITURE DEPT. 4TH FLOOR
Oct. 23	Miss Ethel W. Ranson, registered nurse and child specialist, will give lectures and demonstrations and show a technicolor movie entitled "Babies Can Be Fun". She will also answer questions related to child care. The first forum will be held on Oct. 23, 2:30 P.M. Others on Tues., Wed., Fri. and Sat., 10:30 A.M. and 2:30 P.M.; Thurs., 2:30 and 7:30 P.M. Publicity: Naomi Kellman, TR. 5-8100.		
Monday	SPRING COLLECTIONS OF FASHION ORIGINATORS	FASHION ORIGINATORS GUILD OF AMERICA (FOGA)	INDIVIDUAL NEW YORK SHOWROOMS
Oct. 23	Only 1 Spring showing. No supplementary resort or late Spring collection is planned, according to the FOGA policy. Members who will open include: Hansen Bang, Rose Barrack, William Bass Dresses, Anthony Blotta, Capri Frocks, Carlye Dresses, Deitsch, Wersba & Coppola, Fox-Brownie, Ed Gerrick, A. Goodman, Fred Greenberg Dresses, Joseph Halpert, Horwitz & Duberman, International Dresses, Junior League Frocks, Kaplan & Grabois, Samuel Kass, La Rue Dresses, David Leonard & Levine, Mary Lee, Morris & Marcus, Parnis-Levinson, Ben Reig, C.H.D. Robbins, Paul Sachs Originals, Martin Simon, Herbert Sondheim, Starr-Norman, Suzanne-Augustine, and Hannah Troy. Contact: Leonard Gendler, CH. 4-6945.		
Monday	SHOWING OF SPRING LINE	PAUL SACHS ORIGINALS (1440 BROADWAY)	PENNSYLVANIA HOTEL 7TH AVE. AT 34TH ST.
Oct. 23	Press and trade invited to view this collection of "Junior styles in misses sizes". At Pennsylvania Hotel, contact: Irwin Roberts; office, Mrs. Maud Scholle, CH. 4-1794.		
Tuesday	NEW YORK TIMES	NEW YORK TIMES	NEW YORK TIMES HALL
Oct. 24-	STYLE SHOW		240 WEST 44TH STREET
Oct. 27	The 1944 version or 3rd edition of the N. Y. Yimes Fashion show, planned by Virginia Pope, N. Y. Times fashion editor, presenting the collections of more than 40 top flight designers exemplifying style leadership in the U.S.A. Textiles, millinery, and accessories will be coordinated and dramatized in this showing of Fall and Winter fashions for adults, juniors, and children. Three quarters of the showing will be spring fashions. Ticket reservations now being made. Contact: N.Y. Times Fashion Dept., LA. 4-1000.		
Tuesday	MILLINERY FASHION	MME. PAULINE	RITZ CARLTON HOTEL
Oct. 24	PRESENTATION	(6 E. 53RD ST.)	OVAL ROOM
1:00 P.M. Luncheon	An exciting collection of Winter and Resort hats. Open to public. Press by invitation. Luncheon a la carte. Contact: Mme. Pauline, EL. 5-9539. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 25 1:00 P.M. Luncheon	CASUAL CLOTHES FOR TOWN AND COUNTRY Spectator sports clothes for city dwellers and casual tweeds for suburban- ites will be featured. Open to public. Press by invitation. Luncheon a la carte. Sportswoman Publicity: Miss Miller, PL. 3-2544. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	THE SPORTSWOMAN (25 EAST 53RD ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 25, Oct. 26	HOME-MAKING SHOW Sponsored by the N. Y. Consumer Division of the CDVO, this program is de- signed to give instruction in reconverting the home for returning G.I. Joe's. There will be 5 sessions: Wed. at 12 and 3 P.M., Thurs. at 11 A.M., 2:30, and 7:30 P.M. Lectures will be conducted by Eleanor Hillyer, Mademoiselle; Blanche Smiley, Charm; Harriet Burkett, Woman's Home Compan- ion; Elizabeth Blondell, McCall's; and Emma Cole, House & Garden. Press and public invited. Publicity: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	5TH FLOOR
Thursday Oct. 26 1:00 P.M. Luncheon	SHOWING OF WINTER "NECESSARIES" Presenting Arpad's exciting "Necessaries": belts, scarfs and other acces- sory novelties. Open to public. Press by invitation. Luncheon a la carte. Arpad Publ.: Rosemary Sheehan, CI. 7-8060. Ritz: Marion Morrison, FL.3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 26 1:00 P.M. Luncheon	FALL & WINTER FASHION PRESENTATION Daytime, cocktail, and evening ensembles...new fashions for the new season and the new year. Open to public. Press by invitation. Luncheon \$2.75. Milgrim Publ.: Ruth Waltz, CI. 7-7200. Plaza Publ.: Ida Foley, PL. 3-1740.	MILGRIM'S (6 W. 57TH ST.)	PLAZA HOTEL PERSTAN ROOM
Thursday Oct. 26 Cocktails	6TH ANNUAL WHITE ELEPHANT BENEFIT Mrs. Henry J. Taylor, wife of Scripps-Howard columnist, heads the arrange- ment committee. Hildegard will sing songs of 1898, when the charity was founded by Mrs. Charles Dana Gibson.	N.Y. STATE CHILD PLACING & ADOPTION COMMITTEE	PLAZA HOTEL MAIN BALLROOM
Sunday Oct. 29- Nov. 2	CHICAGO SHOE MARKET WEEK In addition to showing new lines, the purpose of this Industry Post War Conference & Market Week is to inform shoe mfrs. and retailers of the availability of civilian goods and keep them posted on all new develop- ments in the shoe manufacturing and retailing fields.	NATIONAL SHOE FAIR	MORRISON HOTEL CHICAGO, ILLINOIS
Monday Oct. 30 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON SHOWING A collection of new Fall ready-to-wear including dresses, suits, and hats for daytime and evening. Furs by Fromm. Open to public. Press by in- vitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	MME. ET LA JEUNE FILLE (30 EAST 54TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Oct. 30 2:45 P.M.- 5:30 P.M.	SHOE DEALERS' CONVENTION Included will be a new type of fashion presentation in conjunction with the foremost designers, emphasizing the importance of American fashions in post-war markets. Open to dealers only. Publicity: Verne Clark, BR. 9-2000.	I. MILLER & SONS	PALMER HOUSE CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 31 1:00 P.M. Luncheon	FASHION SHOW OF OMAR KIAM ORIGINALS Exciting new fashions designed by Omar Kiam. Open to public. Press by invitation. Luncheon a la carte. Ben Reig Publicity: Kay Inglis Jones, PL. 3-1740. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	BEN REIG	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 31, Nov. 1	CONFERENCE ON MERCHAN- DISING PROBLEMS A 2-day conference on post-war Merchandising Problems under the auspices of the Ready-to-Wear Division of NRDGA. Key speakers will discuss prices, delivery problems, personnel, etc. Contact: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 8TH AVE. AT 34TH ST.
Tuesday Oct. 31 3:00 P.M.	PRESS PREVIEW OF "NATURA" YARNS A Fashion Show and cocktail party to introduce Natura Yarns, an exciting new yarn development incorporating the use of mink, muskrat, and other fine fur fibers blended with wool and rayon. Natura yarns in fabrics will be shown in fashions by David Goodstein, featured by Bonwit Teller. Press by invitation. Publicity: Lois Reicher, BR. 9-9350.	UNIQUE FIBERS CORP.	WALDORF ASTORIA HOTEL PALM ROOM
Opening in Nov.	RETAIL DISPLAY CONTEST FOR 6TH WAR LOAN DRIVE Over \$100,000 in War Bond prizes will be given for best store windows during the 6th War Loan Drive. Department stores are participating in this event to dramatize the drive whose symbol is a bomb about to strike a Japanese flag. Contact: Ralph Adler, President, Nat'l Ass'n of Display Industries, LO. 5-0677.	U.S. TREASURY DEPT. & WAR ADVERTISING COUNCIL	ALL OVER THE COUNTRY
Wednesday Nov. 1 1:00 P.M. Luncheon	"FUTURE INDICATIVE" FASHION SHOWING A group of the most attractive winter season fashions in dressy, street and sports clothes will be shown at this luncheon exhibit. Open to public. Press by invitation. Luncheon a la carte. Milgrim Publicity: Ruth Waltz, PL. 7-7200. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	MILGRIM'S	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 1	ANNUAL MEETING	PACKAGING INSTITUTE INCORPORATED	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Thursday Nov. 2 1:00 P.M. Luncheon	DRAMATIC MILLINERY PRESENTATION An exciting millinery fashion presentation with the usual Florell flair. Open to public. Press by invitation. Luncheon \$2.75. Walter Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza: Ida Foley, PL. 3-1740.	WALTER FLORELL (29 EAST 53RD ST.)	PLAZA HOTEL PERSIAN ROOM
Sunday Nov. 5- Nov. 11	AMERICAN EDUCATION WEEK Sponsored jointly by the Nat'l Education Assn., the American Legion, the U.S. Office of Education, and the Nat'l Congress of Parents and Teachers. This year's theme will be "Education for New Tasks". It is estimated that 10 million people will visit the schools that week.	FOUR EDUCATIONAL ORGANIZATIONS	ALL OVER THE COUNTRY
Monday Nov. 6 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Jonai Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	JONAI	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 8 1:00 P.M. Luncheon	NEW HAT FASHIONS FOR WINTER Exciting hat fashions for winter, featuring dressy, fur, and sports models. Open to public. Press by invitation. Luncheon a la carte. Contact: Anita Andra, PL. 8-1809.	ANITA ANDRA (558 MADISON AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Nov. 9 1:00 P.M. Luncheon	FABRIC FASHIONS AT LUNCHEON Outstanding treatment of Everfast fabrics in leading American designers' models from their new Spring and Resort collections. Open to public. Press by invitation. Luncheon \$2.75. Everfast Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Ida Foley, PL. 3-1740.	EVERFAST FABRICS	PLAZA HOTEL PERSIAN ROOM
Monday Nov. 13	CALIFORNIA PLAY CLOTHES AND SPORTSWEAR OPENINGS	CALIFORNIA MANU- FACTURERS	INDIVIDUAL CALIFORNIA SHOWROOMS
Monday Nov. 13 1:00 P.M. Luncheon	MILLINERY FASHION PRESENTATION Open to public. Press by invitation. Luncheon from \$1.85. Walter Florell Publicity: Mr. Fredericks, PL. 5-0895. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	WALTER FLORELL (29 E. 53RD ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 13- Nov. 14	ANNUAL FALL CONVENTION New plastic materials and manufacturing techniques developed to meet war time needs, plus other problems of special interest, will be discussed at this convention. Contact: Society of Plastics Industry, 295 Madison Ave.	SOCIETY OF THE PLASTICS INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday Nov. 14 1:00 P.M. Luncheon	WINTER HAT FASHIONS AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 14 4:30 P.M.	PRESS PREVIEW: PONEMAH FABRIC SHOWING An unusual presentation with variety features staged by Lester Gaba to launch Ponemah, a new post-war miracle rayon fabric. Press strictly by invitation. Publicity: Sara Fox, MU. 3-6526.	McCAMPBELL'S	WALDORF ASTORIA HOTEL PERROQUET SUITE
Wednesday Nov. 15 1:00 P.M. Luncheon	MILLINERY FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Contact: Dorothy Gordon, EL. 5-9641. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DOROTHY GORDON (14 EAST 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 15	EXHIBIT: GREAT RUGS OF THE ORIENT Including the 16th and 17th centuries' museum collection of rugs from Persia and Turkey. Press and public invited. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY E 15
Thursday Nov. 16 1:00 P.M. Luncheon	CREATION IN JEWELRY AT LUNCHEON SHOWING Important new creations in fine jewelry by this well-known former London and Paris jeweler. Open to public. Press by invitation. Luncheon \$2.75. John Rubel Publ.: Eleanor Lambert, PL. 5-8580. Plaza Publ.: Ida Foley, PL. 3-1740.	JOHN RUBEL (777 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

Friday.....PREMIERE: "DEAD MAN'S EYE" (Movie) RIALTO THEATRE, 1481 BROADWAY
 Oct. 6 A Universal picture starring Lon Chaney, Acquanetta, Jean Parker, and Paul Kelly. An Inner Sanctum mystery. Costumes, Vera West. Publicity: Al Horwits, CI. 7-7100.

Saturday....PREMIERE: "MUSIC IN MANHATTAN" (Movie) PALACE THEATRE, B'WAY AT 47TH ST.
 Oct. 7 An RKO musical-comedy starring Anne Shirley, Phillip Terry, Dennis Day. Costumes, Renie. Publicity: Rutgers Neilson, CO. 5-6500.

Saturday....PREMIERE: "MY PAL WOLF" (Movie) REPUBLIC THEATRE, B'WAY AT 46TH ST.
 Oct. 7 An RKO picture about a dog, starring Grey Shadow, Sharyn Moffett, and others. Costumes, Renie. Publicity: Rutgers Neilson, CO. 6-6500.

Sunday.....4-WEEK SEASON, BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Oct. 8 For the gala opening, David Lichine has a new production of "Graduation Ball". On Oct. 11, the N.Y. premiere of Balanchine's "Waltz Academy", with new costumes which will serve as inspiration to the fashion business, by Doboujinsky. Publicity: Gerald Goode, PL. 3-0820.

Monday.....1ST N.Y.C. SYMPHONY CONCERT, CITY CENTER OF MUSIC & DRAMA, 131 WEST 55 ST.
 Oct. 9 Directed by Leopold Stokowski, the City Center concerts get under way for 8:30 P.M. the 2nd season with a new series beginning Mon., Oct. 9th and continuing through the fall. These concerts will be given in a series of Mon. afternoons and Tues. evenings and are offered to the public at special subscription rates from \$9 for the series, down to 90¢ per ticket. Publicity: Jean Dalrymple, MU. 5-3114.

Wednesday...PREMIERE: "OUR HEARTS WERE YOUNG & GAY" (Movie) PARAMOUNT, TIMES SQUARE
 Oct. 11 A Paramount picture starring Diane Lynn and Gail Russell portraying Emily Kimbrough and Cornelia Otis Skinner. Adapted from the book. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday...PREMIERE: "LAURA" (Movie) ROXY THEATRE, 7TH AVE. AT 51ST STREET
 Oct. 11 A 20th Century-Fox film starring Jean Tierney, Donna Andrews, Clifton Webb, and others. A murder-mystery thriller. Costumes, Bonnie Cashin. Publicity: Jeannette Sawyer, CI. 6-0950.

Thursday....PREMIERE: "SUMMER STORM" (Movie) GOTHAM THEATRE, 47TH ST. AT B'WAY
 Oct. 12 A United Artist's picture starring George Sanders and Linda Darnell. A modern version of Chekhov's "The Shooting Party". Costumes: Max Pretzfelder. Publicity: James Dunn, BR. 9-7300.

Thursday....PREMIERE: "MRS. PARKINGTON" (Movie) MUSIC HALL, 6TH AVE. AT 51ST ST.
 Oct. 12 An MGM period picture starring Greer Garson and Walter Pidgeon. Adapted from the book. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.

Tuesday.....OPENING: "THE VISITOR" HENRY MILLER'S THEATRE, 124 W. 43RD ST.
 Oct. 17 This melodrama by Kenneth White adapted from the novel, will be Herman 8:40 P.M. Shumlin's first play of the season. Publicity: Richard Maney, WI. 7-6939.

Tuesday....PREMIERE: "TO HAVE AND HAVE NOT" (Movie) HOLLYWOOD, B'WAY AT 51ST ST.
 Oct. 17 A Warner Bros. picture starring Humphrey Bogart and Lauren Bacall. About the Vichy Free French struggle for the control of Martinique. Costumes, Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Friday.....PREMIERE: "THE CONSPIRATORS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 Oct. 20 A Warner Bros. picture of intrigue starring Paul Henreid and Hedy LaMarr. Costumes, Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Wednesday...OPENING: "SNAFU" HUDSON THEATRE, 141 WEST 44TH ST.
 Oct. 25 A new comedy written by Louis Solomon and Harold Buchman and produced by 8:40 P.M. George Abbott. Members of the cast include Russell Hardie, Billy Redfield, Patricia Kirkland, and Enid Markey. Settings by John Root. Publicity: Phyllis Perlman, CI. 5-5820.